

Who We Are

WOMMA is the premier nonprofit organization that creates talkable brands through credible word of mouth marketing, both offline and online. More than 350 companies have joined our forces.

What We Do

- Education
- Advocacy
- Best Practices
- Networking
- Research & Measurement/ROI

Why Join WOMMA?

- Access to industry thought leaders for education and one-on-one conversation
- Access to exclusive research and best practices for measurement and ROI
- Stay up-to-date with the latest ethics guidelines for the WOM industry
- Gain exposure for your company through opportunities to speak at events, conferences, webinars, or in our newsletter and blog
- Opportunity for professional career development through participating in committees, running for the Board, and positioning yourself as a thought leader
- Visit WOMMA.org/join for more info

For Brands

WOMMA membership provides brands and non-profits a community in which to solve business problems and collaborate with industry peers. Brand members have access to the latest WOM best practices, current research, measurement and metrics guidance, and connections with industry thought leaders.

For Partners

WOMMA membership provides industry partners the opportunity to grow their business and enhance their industry reputation. Through opportunities to network with potential business partners and vendors, promotion of members' expertise in the WOM industry, and access to WOM and social media education and research companies, membership ensures your company will remain an industry leader.

Membership Types

Governing Member \$10,000 Annual Dues

Organizations with staff primarily devoted to WOM marketing activities, with WOM as a vital business interest, or large corporations or agencies with > \$1 million in WOM activities as well as potential WOMMA leaders.

- 50% discount for one executive at every event
- Free featured listing in the Buyers Guide
- Guest columnist opportunities in the WOMMA Word

Standard Member \$3,000 Annual Dues

Companies with 11 or more full-time staff.

- Buyers Guide listing
- Unlimited participation
- Free and discounted registration for WOMMA webinars and conferences

Small Business Member \$1,000 Annual Dues

Limited to companies with fewer than 10 employees.

- Buyers Guide listing
- Unlimited participation
- Free and discounted registration for WOMMA webinars and conferences

Nonprofit Member \$1,500 Annual Dues

Dues for non-profit organizations are 1/2 the applicable rate for Standard or Governing Members. Evidence of non-profit status required. Non-profit discounts are granted at WOMMA's sole discretion.

- Unlimited participation
- Free and discounted registration for WOMMA webinars and conferences

Contact Us

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